

WIENS

Family Cellars

December 2010

From the Winemaker

WINE 101

Question: Why are some wines aged in oak?

Answer: Dark Chocolate and Mocha swirling with French Vanilla and Caramel, topped with a sprinkling of Cinnamon and Almond slivers. These ingredients can make decadent desserts, and are just some of the delicious aromas and flavors that Oak aging imparts in wine. The choices for different types of oak are almost endless. Winemakers use oak in the same way that a chef would use a spice rack. A chef might sprinkle some oregano into a sauce to add some rich, savory notes, just as a winemaker might use an oak barrel to impart delicate notes of French Vanilla and Toasted Hazelnut in a Chardonnay.



Different types of oak impart different flavors into the wine.

Many of the differences in oak can be attributed to where it is from, and how long the barrel was toasted. Choosing American oak instead of French will give the winemaker more intense flavors and aromas. This is because American oak grows faster, and is harvested at a younger age. American oak's growth rings are larger and the grain is more "loose". French and European oak grows much slower, and is harvested when the trees are more mature, producing small growth rings, and a "tight" grain. Using French oak will impart more delicate, but better integrated flavors and aromas. American oak is big and brawny, sometimes overpowering, whereas French oak is prim and delicate and often plays along better with the wine.

When making barrels, coopers will toast the oak by placing the barrel, open ended over a fire. The fire caramelizes the oak, which does a couple of things. It pulls out natural vanillins that are locked inside the wood, giving the wine nice creamy vanilla notes. It also transforms the sharp, green flavors of raw wood into spicy and savory flavors like cinnamon and coffee.

Using oak doesn't just change the flavors and aromas, it can also affect the wines color, tannin structure, and mouthfeel (or texture). Tannins are the astringent or mouth-drying compound found mostly in red wine. Tannins are naturally found in a grapes skin, seeds and stems, and are also found naturally in oak. *(Continued on Page 2)*

twenty eleven
NYE
 new year's eve gala
 7pm-2011

Champagne Reception
 Live Music
 Buzz Campbell
 & Hot Rod Lincoln
 Midnight Toast

Iced Seafood Bar
 Exquisite Plated Dinner
 Decadent Dessert

*\$110, \$100 club
 members*
(Black tie optional)

DECEMBER 2010
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December Wine Club Release

BIG RED & WHITE WINE RELEASES FOR OCTOBER 2010

2009 SYRAH

ALCOHOL: 15.5%
RESIDUAL SUGAR: 0.6%
APPELLATION: California
CASES PRODUCED: 861
COMPOSITION: 90% Syrah,
8% Cabernet Sauvignon,
2% Grenache
PRICE: \$39, \$31.20 Wine Club

Strawberry, brown spice, vanilla, and a touch of black tea are among the pleasant flavors in this medium bodied, easy drinking wine.

2009 CHARDONNAY

ALCOHOL: 13.0%
RESIDUAL SUGAR: 0.3%
APPELLATION: Temecula Valley
CASES PRODUCED: 305
COMPOSITION: 92% Chardonnay,
8% Roussanne
PRICE: \$25, \$20 Wine Club

The smooth and fruity character of our 2009 Chardonnay make it an ideal patio wine when served slightly chilled on a warm day.

AMOUR DE L'ORANGE

ALCOHOL: 12%
RESIDUAL SUGAR: 4%
COMPOSITION: 100% Chardonnay
PRICE: \$22, \$17.60 Wine Club

Amour De L'Orange Sparkling Wine is an ambrosial delight for those of you who enjoy Champagne with a fun twist. Starting with the finest Chardonnay cuvee loaded with fruity aromas including pear, coconut, and pineapple, our winemaker added just a hint of natural orange flavoring.

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Oak tannins bind with the anthocyanins (fancy word for the grape's color compounds) to form color compounds that don't brown or fade as quickly over time. Because oak is naturally porous, it also allows the wine inside to slowly evaporate, concentrating the flavors of the wine. This process of evaporation oxygenates

the wine (allowing it to breath), without oxidizing the wine. This can be thought of as a slow "curing" of the wine, where just enough oxygen is present to soften the tannins and concentrate the wine. With too much oxygen, a wine will brown (just like an apple slice), and start to taste old and tired. From a heavy toasted barrel, to a lightly toasted barrel; from 32,000 gallon oak tanks to fine oak chips, choosing the correct oak to perfectly compliment a wine is truly an art form.

Two of our wine club releases this month have enjoyed oak aging. Our 2009 Temecula Valley Chardonnay was split into two lots after fermentation. One lot was aged in Stainless steel tanks, while the other saw only new oak barrels. (Continued on Page 3)

RELEASE DETAILS

All Reds Members will Receive:

2 BOTTLES 2009 SYRAH
\$62.40 PLUS TAX AND SHIPPING

All Mixed Members will Receive:

1 BOTTLE 2009 SYRAH
1 BOTTLE 2009 CHARDONNAY
1 BOTTLE AMOUR DE L'ORANGE
\$68.80 PLUS TAX AND SHIPPING

IMPORTANT DATES

DECEMBER 6 - Shipments Sent

DECEMBER 8 - Will-Call Packages Released

JANUARY 10- Unclaimed Will-Call Packages Sent

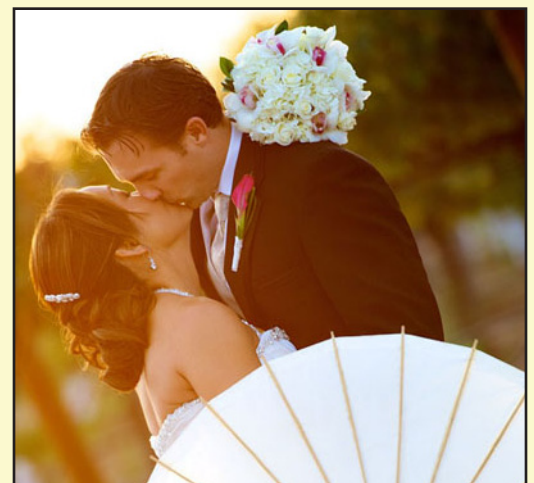
To make any changes to your wine club preferences including shipping address, delivery method, or billing information please visit us at wienscellars.com, click on "Wine Club" and complete the "Membership Change Form".

NEXT WINE CLUB RELEASE: February 9

Wines not delivered or picked up within 60 days after the commencement of a wine club release will be returned to inventory and a store credit issued.

Congratulations

LIZBETH AHN & SEAN BERRY
MARRIED 24 OCTOBER 2010



Richwell Correa Photography

December Wine Club - Paired Recipe



Hulse Photography

PEPPERED FILET MIGNON

With the Holidays filled with healthy helpings of turkey, ham, and stress, a beautifully prepared piece of Filet Mignon and a glass of our 2009 Syrah offers a refreshing change of pace and that little something special to treat yourself to during this hectic time of year. Try on its own or with sides of grilled asparagus and garlic mashed potatoes for a superb gourmet meal.

INGREDIENTS

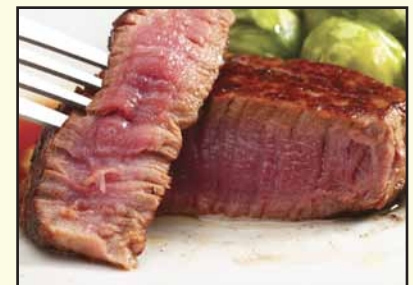
4 6 OZ CENTER CUT FILET MIGNON	4 TBSP UNSALTED BUTTER
1/2 CUP MIXED PEPPERCORNS (RED, GREEN, BLACK, WHITE)	1 ONION FINELY CHOPPED
2 TBSP DIJON MUSTARD	1/2 CUP 2009 SYRAH
SALT TO TASTE	1/4 CUP DEMI GLACE
	THYME SPRIGS FOR GARNISH

Wipe steak clean with damp cloth. Coarsely crush peppercorns using mortar and pestle then spread out peppercorns on a plate. Rub steaks with mustard and salt, then press steaks firmly on both sides into the peppercorns. Reserve any peppercorns that were not picked up by steaks. Cover steaks with plastic wrap and let marinate for 1 hour. Preheat oven to 180 degrees.

Melt 3 Tbsp butter in a large skillet over medium heat. Brown steaks 4-5 minutes on each side, remove and keep warm in oven.

Melt the remaining butter in the same skillet, add onion and cook until "wilted." Deglaze pan with the Syrah, and reduce by half, then add demi glace and stir continuously with a whisk, about 2 minutes. Add the reserved peppercorns, and simmer for one more minute.

Place peppered filet mignons on a plate and surround with sauce, garnish with thyme. Serve with a glass of Wiens Family Cellars 2009 Syrah!



**VINEYARD GOURMET
CATERING**
CHEF VOLKER LUTZ
951-694-6355

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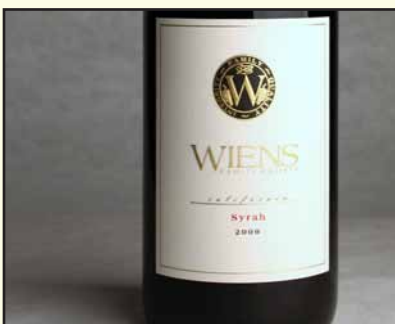


The stainless steel aging produced a wine with bright acidity and crisp flavors of Meyer Lemon and Minerals. The barrel aging softened the acids and produced a lush and velvety wine with flavors of vanilla brioche and butterscotch. By blending these lots back together, we have produced a Chardonnay that is sublimely complex. The final blend formed delicious layers of lemon-cream custard, honeysuckle and citrus blossom.

Our 2009 Syrah was aged in 40% new American and French oak, with the remainder aged in second year and neutral oak. By using some older barrels, we were able to tone down some of the oaks' flavors and aromas, which can be overpowering. Remember, oak is used by the winemaker moderately like a spice, as just one element in wine's finished profile. Using older barrels instead of a tank also allows the wine to oxygenate, soften and concentrate. It's a balance finely achieved in our 2009 Syrah. The varietal's fruit flavors of black cherries and ripe plum square nicely with the oak's brown sugar and cinnamon notes, creating a perfectly finished Syrah.

When trying these wines, think about the aromas and flavors. See if you can pick out some of the elements that were incorporated into the final product with oak aging. Enjoy!

—Joe Wiens



Holiday Specials

Special Holiday Pricing

Bottled Wine Specials

'08 Viognier	\$17, \$13.60 Club (Reg. \$19)
'08 Pinot Noir	\$22, \$17.60 Club (Reg. \$32)
'07 Cab Sauv	\$24, \$19.20 Club (Reg. \$36)
'07 Meritage	\$24, \$19.20 Club (Reg. \$36)

2009 Refugio Cabernet Sauvignon Barrel Futures

\$425/Case (a savings of \$283)
buy an additional twelve current wines at 40% off
\$240/ Half-Case (a savings of \$106)
buy an additional six current wines at 30% off
(Regularly \$59, \$47.20 Club/bottle)

Give the Gift of Wine!

Host your
Holiday Event
in our
Barrel Room!



Call us to reserve
your date
951.694.9892

2008
Meritage



Pairs wonderfully with
rosemary roasted turkey,
honey glazed ham, or
roasted goose with port
wine cherry sauce.

GIFTS THAT
ARE SURE TO

I'm Dreaming
of a Green Christmas
GIFTS, DECORATIONS, AND RECIPES THAT USE LESS AND HEALTHIER



Sparkle &
Glow

Weddings & Special Events

AT WIENS FAMILY CELLARS



Let us help you plan your dream wedding!
Call 951.694.9892 for more information.

Photo Credit - Theresa Minnette Photography

Wiens Family Cellars "Known for Big Reds"